

Message Ads

Facebook + Instagram Messages

Facebook and Instagram Messages gives your business a fast and convenient way for people to get in touch, to ask questions about your products/services, and much more. Plus messages allow you to build personal connections with your customers with back and forth online conversations.

You can create a Facebook or Instagram Message ad that opens a **Messenger** conversation between your business and your prospective customer!

I like to compare Messenger conversations to a “mobile text message”... because the new message open rate is nearly 100% (compare that to terrible email open rates)! Message Ads are really untapped by most of my clients and Facebook ad managers in general, so I highly suggest you give them a test run for your business!

Facebook + Instagram Message Ads

When a person clicks or taps on your **Messages Ad**, a conversation with your business will immediately open.

- **Facebook Messenger Ads:** Open in the Messenger app (if the person is on a mobile device) or in a Messenger chat box on Facebook.com (if the person is on a desktop computer).
- **Instagram Direct Ads:** Open in the Instagram Direct Messages page of the Instagram app.

People can return to this message conversation at any time!

EXAMPLE: Facebook Messenger Ad

A user sees your Messenger Ad for “20% off your entire purchase” in their newsfeed, so they click the ad which opens a chat with your business. They can be sent an automatic message you create including the coupon code and a personalized experience for your potential customers!

➤ Check out this example:

Hi [NAME]! Here's your coupon for 20% off when you visit us this month. Just show it to us at checkout: SUMMERSALE

Photo Credit:

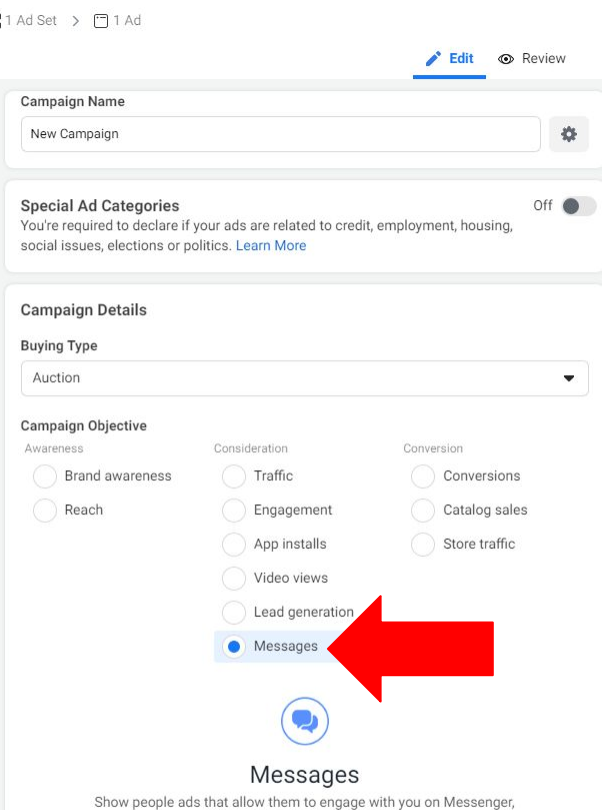
<https://www.facebook.com/business/help/1816962591668838>



Campaign Objective: Messages

Message Ads help you get more people to have conversations with your business in Facebook Messenger, Instagram, or WhatsApp.

We use Message Ads for our clients to complete purchases, answer questions, or offer customer support.



The screenshot shows the Facebook Ads campaign setup interface. The breadcrumb trail at the top indicates the path: New Campaign > 1 Ad Set > 1 Ad. The 'Campaign Name' field is set to 'New Campaign'. The 'Special Ad Categories' section is currently 'Off'. Under 'Campaign Details', the 'Buying Type' is set to 'Auction'. In the 'Campaign Objective' section, the 'Messages' option is selected and highlighted with a red arrow. Below the objective selection, there is a 'Messages' icon and a description: 'Show people ads that allow them to engage with you on Messenger,'.

Campaign Name

New Campaign

Special Ad Categories

You're required to declare if your ads are related to credit, employment, housing, social issues, elections or politics. [Learn More](#)

Off

Campaign Details

Buying Type

Auction

Campaign Objective

Awareness

Consideration

Conversion

☐ Brand awareness

☐ Traffic

☐ Conversions

☐ Reach

☐ Engagement

☐ Catalog sales

☐ App installs

☐ Video views

☐ Store traffic

☐ Lead generation

☒ Messages

Messages

Show people ads that allow them to engage with you on Messenger,

The first option
you need to select
for a Message ad
is your Message
Destination.

New Campaign > New Ad Set > 1 Ad

EditReview

Ad Set Name

New Ad Set

Message Destination

Choose where you want to send people to message your business

☒ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

Click to Messenger

☐ WhatsApp Business

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ Instagram Direct

Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Sep 30, 2020 1:39 PM

Pacific Time

End - Optional

☐ Set an end date

Show More Options

Audience

Audience Definition

SpecificBroad

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close

All edits saved

BackNext

Navigation sidebar with icons for Home, Campaigns, Ad Sets, Ads, Analytics, and Settings. The sidebar shows a hierarchy: New Campaign > New Ad Set > New Ad. A red arrow points to the 'New Ad Set' item.

Facebook Ad Creation Interface

Navigation: New Campaign > New Ad Set > 1 Ad

Buttons: Edit, Review

Ad Set Name: New Ad Set

Message Destination: Choose where you want to send people to message your business

- ☒ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
Click to Messenger
- ☐ WhatsApp Business
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.
- ☐ Instagram Direct
Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date: Sep 30, 2020 1:39 PM Pacific Time

End - Optional: ☐ Set an end date

Show More Options

Audience

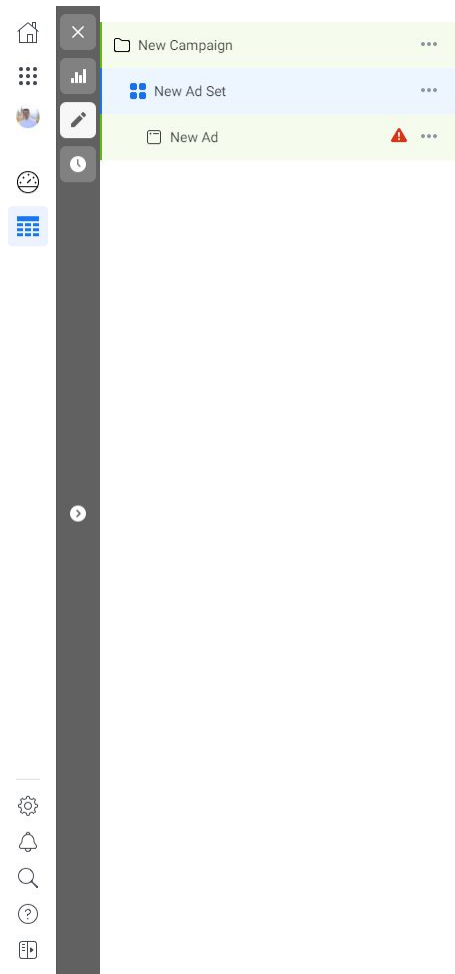
Audience Definition: Your audience selection is fairly broad. Potential Reach: 220,000,000 people

Estimated Daily Results: Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close All edits saved

Back Next

Messenger = Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.



The sidebar contains the following navigation items from top to bottom:

- Home icon
- Close icon (X)
- New Campaign
- New Ad Set
- New Ad
- Warning icon with exclamation mark
- Calendar icon
- Analytics icon
- Help icon
- Settings icon
- Notifications icon
- Search icon
- Question mark icon
- Account icon

New Campaign > New Ad Set > 1 Ad

EditReview

Ad Set Name

New Ad Set

Message Destination

Choose where you want to send people to message your business

☒ Messenger

Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

Click to Messenger

☐ WhatsApp Business

When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ Instagram Direct

Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Sep 30, 2020

1:39 PM

Pacific Time

End - Optional

☐ Set an end date

Show More Options

Audience

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 220,000,000 people

Estimated Daily Results

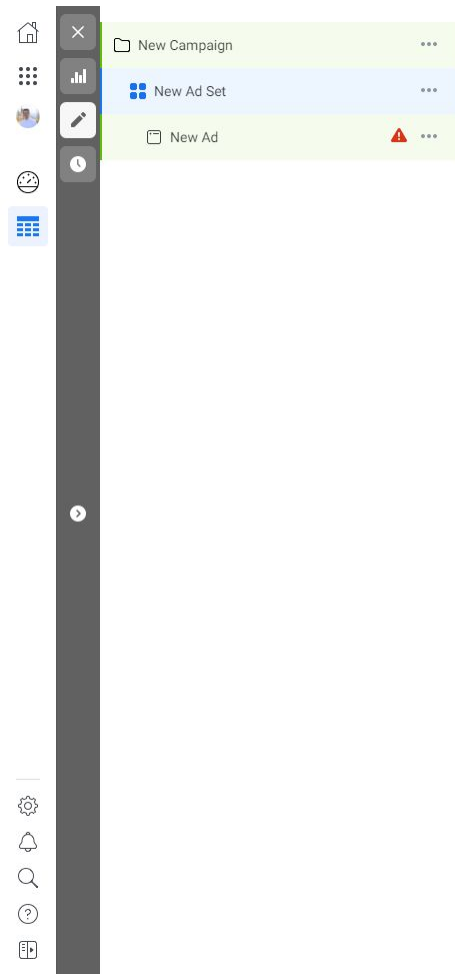
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Instagram Direct = When a person clicks on your ad, a message thread with your business will open in Instagram Direct. Your ad will be shown to people more likely to message in Instagram Direct.

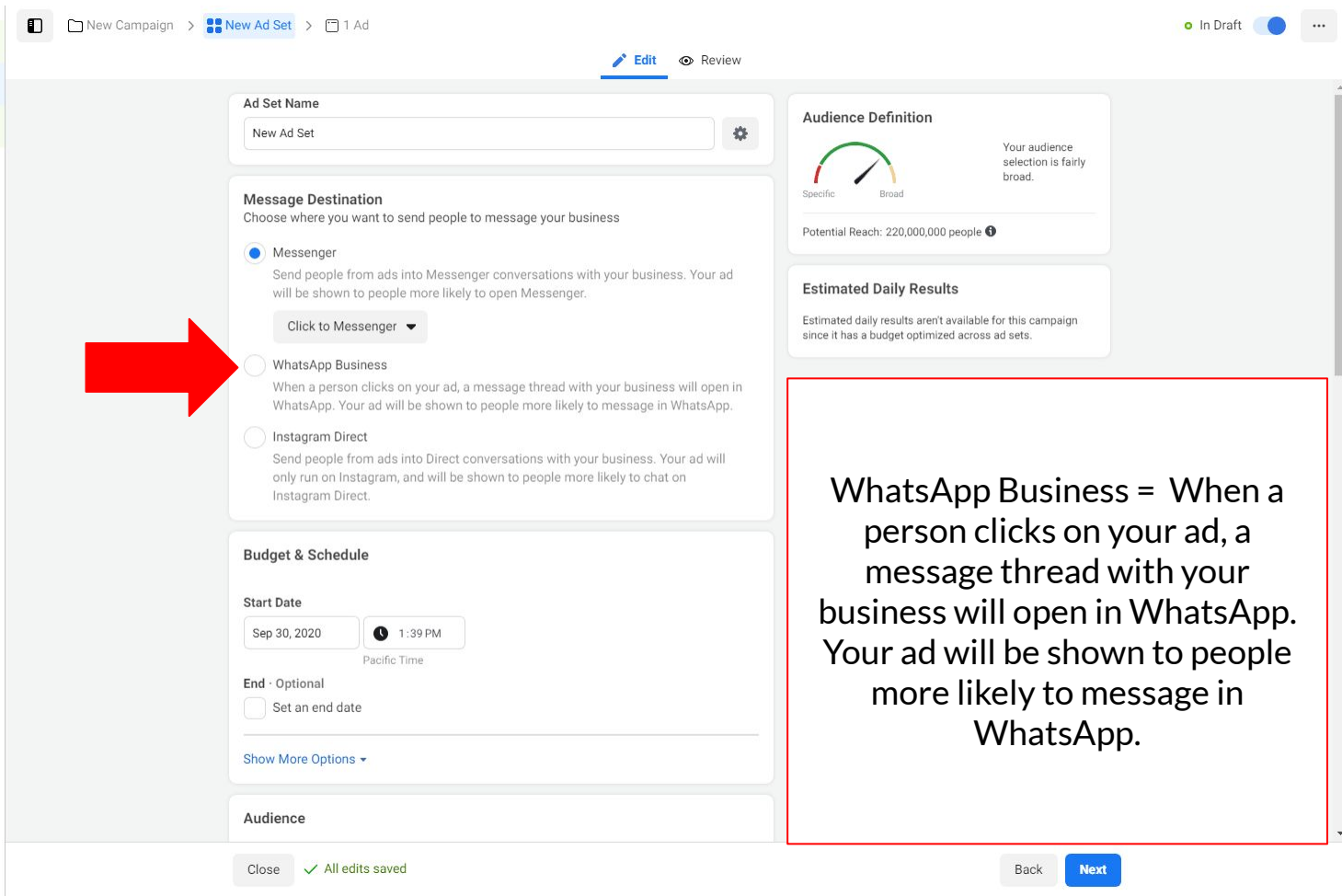
Close

All edits saved

BackNext



The sidebar contains the following navigation items from top to bottom: Home, Overview, Campaigns, Ad Sets, Ads, Reporting, Saved, and a bottom section with icons for Settings, Notifications, Search, Help, and Account.



The main configuration area is titled "New Ad Set" and includes the following sections:

- Ad Set Name:** A text input field containing "New Ad Set" with a settings gear icon to its right.
- Message Destination:** A section titled "Choose where you want to send people to message your business". It contains three radio button options:
 - Messenger:** Selected by default. Description: "Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger." Below it is a "Click to Messenger" button with a dropdown arrow.
 - WhatsApp Business:** Description: "When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp." A large red arrow points to this option.
 - Instagram Direct:** Description: "Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct."
- Budget & Schedule:**
 - Start Date:** A date picker set to "Sep 30, 2020" and a time picker set to "1:39 PM" (Pacific Time).
 - End - Optional:** A checkbox labeled "Set an end date" which is currently unchecked.
 - A link: "Show More Options"
- Audience:** A section for defining the target audience.

On the right side of the page, there are three informational panels:

- Audience Definition:** Features a gauge showing the audience selection is "fairly broad" (between Specific and Broad). It states: "Your audience selection is fairly broad." and "Potential Reach: 220,000,000 people".
- Estimated Daily Results:** States: "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

At the bottom of the configuration area, there is a "Close" button and a green checkmark with the text "All edits saved".

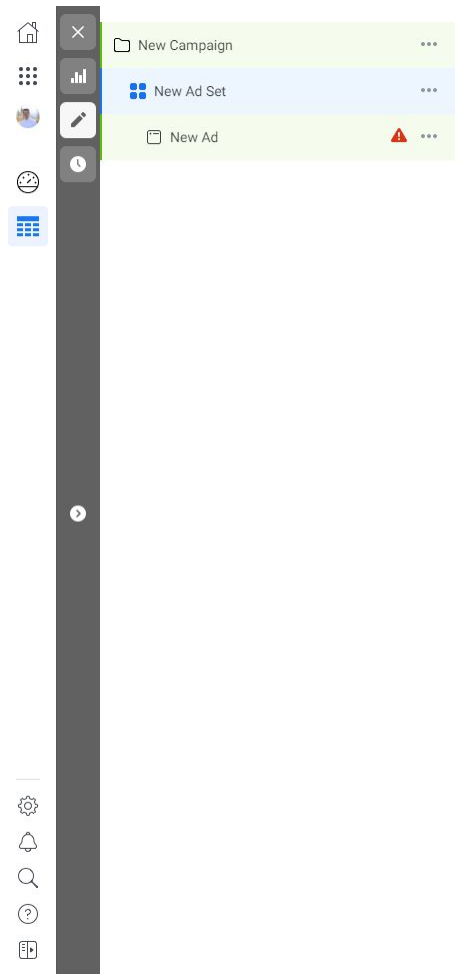
WhatsApp Business = When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

WhatsApp

WhatsApp messaging app has nearly as many users as Facebook! So depending on what country your business is in and what messaging app your customers most likely use, will determine which app to target for Message Ads.

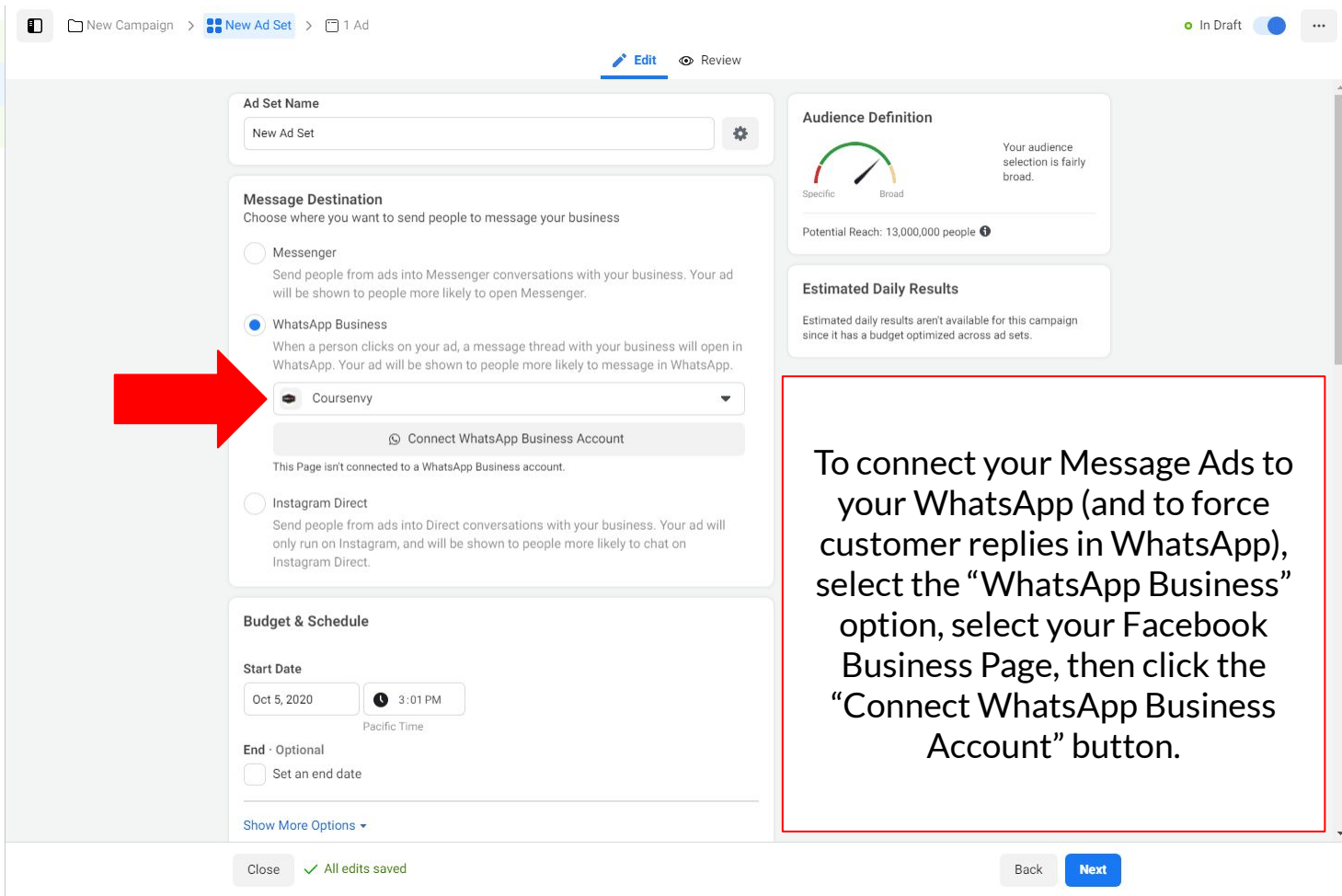
- For USA clients, I will use Facebook Messenger and Instagram Direct.
- For India clients, I will use WhatsApp.

PRO TIP: Google “leading countries based on number of APP users” (swap out app for Facebook, Instagram, or WhatsApp)



The sidebar contains the following items from top to bottom:

- Home icon
- Close icon (X)
- New Campaign (with three dots)
- New Ad Set (with three dots)
- New Ad (with a warning icon and three dots)
- Calendar icon
- Time icon
- Grid icon
- Settings icon
- Notification bell icon
- Search icon
- Help icon
- Account icon



The main configuration area is titled "New Ad Set" and includes the following sections:

- Ad Set Name:** A text input field containing "New Ad Set" and a settings gear icon.
- Message Destination:** A section titled "Choose where you want to send people to message your business". It contains two radio button options:
 - Messenger:** "Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger."
 - WhatsApp Business:** (Selected) "When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp." Below this is a dropdown menu showing "Coursenvy" and a button labeled "Connect WhatsApp Business Account". A note below the button states: "This Page isn't connected to a WhatsApp Business account."
- Budget & Schedule:** Includes a "Start Date" field set to "Oct 5, 2020" and a time field set to "3:01 PM" (Pacific Time). It also has an "End - Optional" section with a checkbox for "Set an end date". A "Show More Options" link is at the bottom.

On the right side, there are three informational panels:

- Audience Definition:** Features a gauge showing a "Broad" audience selection. Text states: "Your audience selection is fairly broad." and "Potential Reach: 13,000,000 people".
- Estimated Daily Results:** Text states: "Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets."

At the bottom of the page, there is a "Close" button, a green checkmark with the text "All edits saved", and "Back" and "Next" buttons.

To connect your Message Ads to your WhatsApp (and to force customer replies in WhatsApp), select the "WhatsApp Business" option, select your Facebook Business Page, then click the "Connect WhatsApp Business Account" button.

Input your
WhatsApp phone
number and then
confirm the
connection.



Connect WhatsApp Business

Enter the phone number that you'd like people to contact when they see your ads. This number will also be added to your Page.

United States +1

Phone number

Continue

Connect WhatsApp Business Account

This Page isn't connected to a WhatsApp Business account.



Instagram Direct

Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Oct 5, 2020

3:01 PM

Pacific Time

End - Optional



Set an end date

Show More Options

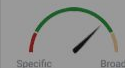
Close

✓ All edits saved

Back

Next

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 13,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

For ads connected with Facebook Messenger, you have 2 options.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Message Destination
Choose where you want to send people to message your business

☒ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ Sponsored Message
Send people from ads into Sponsored Message conversations with your business. Your ad will be shown to people more likely to open Sponsored Message.

☐ Instagram Direct
Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date
Oct 5, 2020 3:10 PM
Pacific Time

End - Optional
☐ Set an end date

[Show More Options](#)

Audience

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 220,000,000 people

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

[Close](#) [Back](#) [Next](#)

Facebook Messenger Ad Types

Click to Messenger

- Send people from ads in Facebook, Instagram and/or Messenger into Messenger conversations. You will create both the ad and the message people see in Messenger.

Sponsored Message

- Send a targeted message to people who have an existing Messenger conversation with your business. For my clients, I use **Sponsored Messages** for RETARGETING the initial **Clicks to Messenger** ads to re-engage with potential customers. These ads are great as you are only a “chat” away from helping answer their questions and then close the sale!

Clicks to Messenger

Let's start with
**Clicks to
Messenger** ads to
get conversations
started with
potential
customers!

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Message Destination
Choose where you want to send people to message your business

☒ **Messenger**
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.

☐ **WhatsApp Business**
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.

☐ **Instagram Direct**
Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Oct 5, 2020 3:51 PM
Pacific Time

End - Optional

☐ Set an end date

Audience Definition

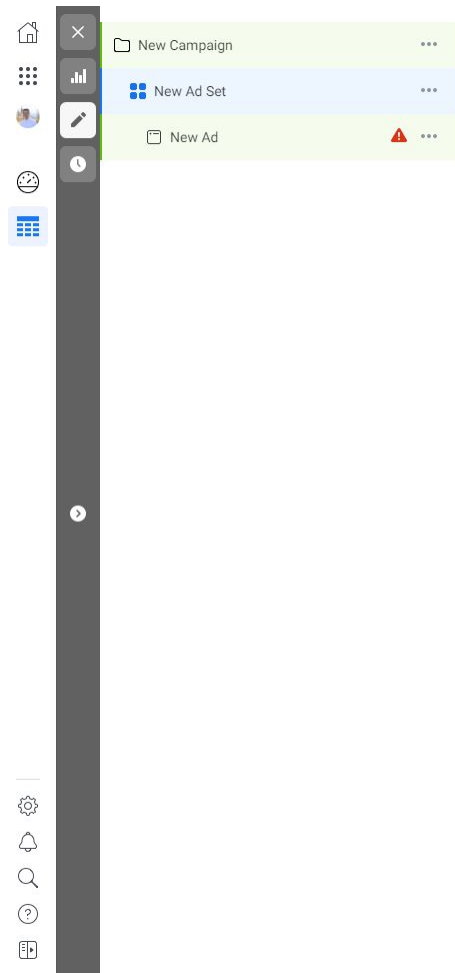
Your audience selection is fairly broad.

Potential Reach: 220,000,000 people

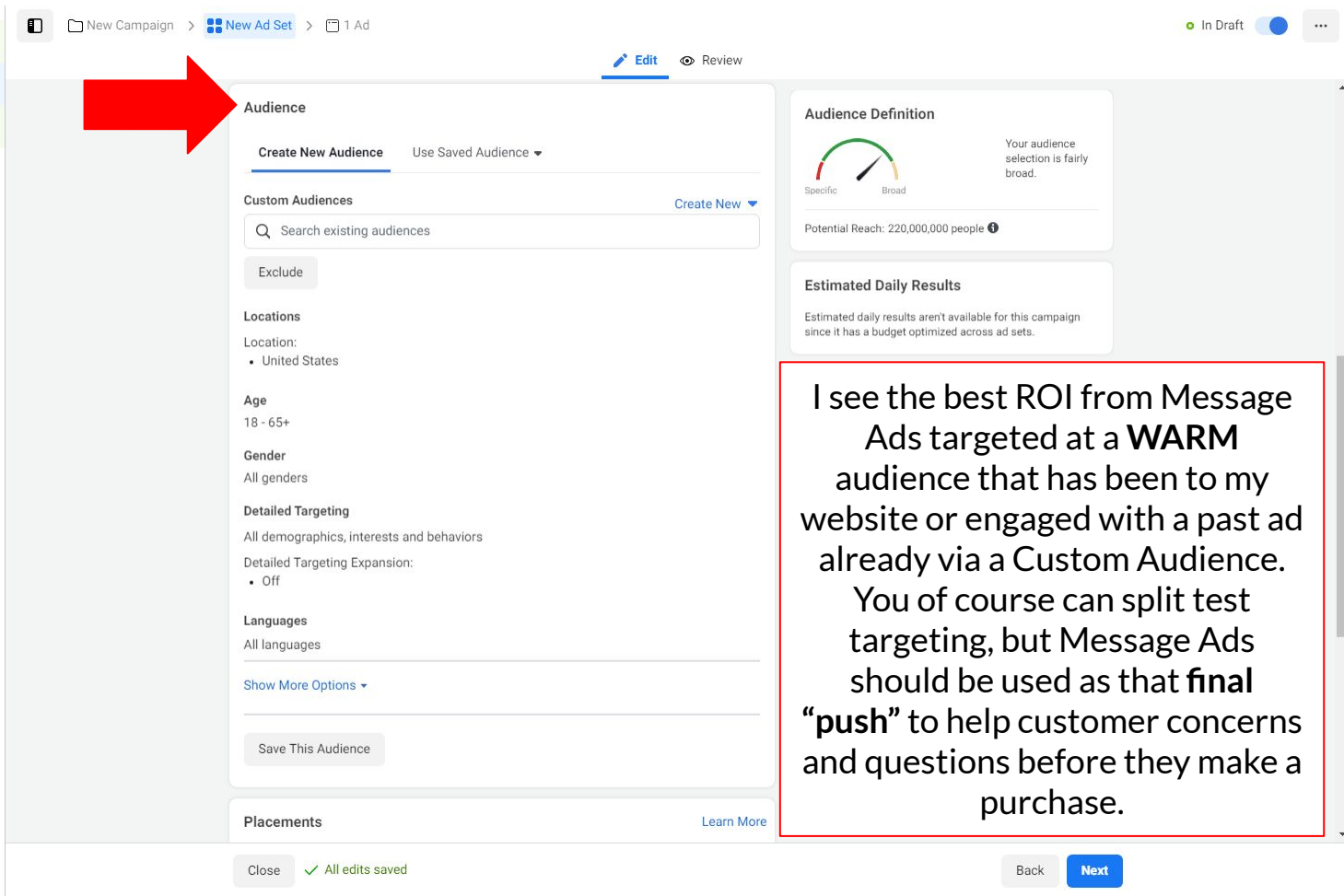
Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

All Errors Have Been Resolved



The sidebar contains icons for Home, Analytics, Campaigns, Ad Sets, Ads, Reporting, and Settings. Below these are icons for a bell, a magnifying glass, a question mark, and a document icon.



The main content area shows the 'Audience' configuration screen. A red arrow points to the 'Audience' header. The breadcrumb trail at the top reads: 'New Campaign > New Ad Set > 1 Ad'. The 'Audience' section has two tabs: 'Create New Audience' (active) and 'Use Saved Audience'. Under 'Create New Audience', there is a search bar for 'Search existing audiences' and a 'Create New' link. Below this is an 'Exclude' button. The 'Locations' section shows 'United States'. The 'Age' section shows '18 - 65+'. The 'Gender' section shows 'All genders'. The 'Detailed Targeting' section shows 'All demographics, interests and behaviors' and 'Detailed Targeting Expansion: Off'. The 'Languages' section shows 'All languages'. There is a 'Show More Options' link and a 'Save This Audience' button. The 'Placements' section has a 'Learn More' link. At the bottom, there is a 'Close' button and a green checkmark with the text 'All edits saved'. On the right side, there are two informational cards: 'Audience Definition' with a gauge showing 'Specific' to 'Broad' and a note 'Your audience selection is fairly broad.' with a 'Potential Reach: 220,000,000 people' and 'Estimated Daily Results' with a note 'Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.' At the bottom right, there are 'Back' and 'Next' buttons.

I see the best ROI from Message Ads targeted at a **WARM** audience that has been to my website or engaged with a past ad already via a Custom Audience. You of course can split test targeting, but Message Ads should be used as that **final “push”** to help customer concerns and questions before they make a purchase.

The only other option at the AD SET level you need to select is the “Optimization & Delivery”.

You have the option of **Conversations** or **Leads**.

What is your goal for the message? Encouraging users to start conversations with your business OR collecting information from people interested in your business with a sequence of automated questions.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Languages
All languages
[Show More Options](#)

Save This Audience

Placements [Learn More](#)

☒ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

[Show More Options](#)

Optimization & Delivery
Optimization for Ad Delivery

Conversations ▾

Conversations
We'll deliver your ads to people most likely to have a conversation with you through messaging.

Leads
We'll deliver your ads to the right people to help you get the most results using the lowest cost.

[Show More Options](#)

Audience Definition
Your audience selection is fairly broad.
Potential Reach: 220,000,000 people ⓘ

Estimated Daily Results
Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close ✓ All edits saved

[Back](#) [Next](#)

Generate Leads with Message Ads

Check out this example of a “Generate Leads” ad by MobileMonkey below. Instead of retargeting a warm audience like I do for Conversation ads, they are targeting a cold audience of “small business owners” with this Message Ad. They have a great attention grabbing image, then ad copy that seals the deal for their value proposition.

← Ad Details

https://www.facebook.com/ads/library/?active_status=all&ad_type=all&country=US&q=MobileMonkey&view_all_page_id=1754274684887439

MobileMonkey Sponsored

Build a chatbot in 5 minutes, no coding, for free! Get ahead of 99% of businesses overlooking Messenger marketing.



Type: "Send Me the Secrets"
Build a chatbot in 5 min

Send Message

About the Page

MobileMonkey

More info
MobileMonkey makes it easy to build chatbots and execute marketing automations in Facebook Messenger without writing a line of code.

I personally see a much better ROI from collecting lead information with Conversion and Lead Generation objectives (instead of using the "Generate Leads" option via the Message Ads). So for Message objective ads, I focus on just that...
CONVERSATIONS!

New Campaign > New Ad Set > New Ad

Headline
Chat in Messenger

Description · Optional
Include additional details

☐ Send people to chat with another Page

Call to Action
Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template
Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New Use Existing

☒ **Start Conversations**
Suggest prompts for people to tap to encourage them to start conversations with your business.
[Edit](#) [Preview in Messenger](#)

☐ **Generate Leads**
Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger. [Learn More](#)

☐ **Advanced Setup**
Customize the experience people see in Messenger after they click on your ad.

Ad Preview Destination Preview ☒ Preview On

8 Placements

Facebook Feeds

Feeds

Stories

Search

Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close ☒ All edits saved

Back **Publish**

Think... why has
the user engaged
with your website,
page, ads, XYZ
custom audience
but hasn't
converted yet?

Find out why with
a conversation via
Message Ads!

New Campaign > New Ad Set > New Ad

Headline

Chat in Messenger

Description · Optional

Include additional details

☐ Send people to chat with another Page

Call to Action

Send Message

When people click Send Message on an ad, they'll be able to send a message to your Page.

Message Template

Choose a template for beginning the chat after people tap on your ad. [Learn More](#)

Create New

Use Existing

☒ Start Conversations

Suggest prompts for people to tap to encourage them to start conversations with your business.

[Edit](#)

[Preview in Messenger](#)

☐ Generate Leads

Collect information from people interested in your business and continue the conversation with qualified leads directly in Messenger. [Learn More](#)

☐ Advanced Setup

Customize the experience people see in Messenger after they click on your ad.

[Edit](#) [Review](#)

Ad Preview

Destination Preview

☒ Preview On

8 Placements

Facebook Feeds

Feeds

Ads Manager Courseenvy Is The Top Digital Marketing Agency
Sponsored · VA



MESSANGER
Chat in Messenger

[SEND MESSAGE](#)

[Like](#) [Comment](#) [Share](#)

Stories



Search



Ad rendering and interaction may vary based on device, format and other factors.

By clicking the "Publish" button, you agree to Facebook's [Terms](#) and [Advertising Guidelines](#).

[Close](#) [All edits saved](#)

[Back](#)

[Publish](#)

Messenger Setup

- The final step for Message Ads is to create the messages under Messenger Setup at the AD level.
- Click the “Edit” button.

The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar contains navigation icons and a list of items: 'New Campaign', 'New Ad Set', and 'New Ad'. A red arrow points to the 'New Ad' item. The main area shows the 'New Ad' setup page. At the top, there's a breadcrumb trail: 'New Campaign > New Ad Set > New Ad'. The 'Headline' section has a text input field with 'Chat in Messenger'. The 'Description' section has a text input field with 'Include additional details'. Below that, there's a toggle switch for 'Send people to chat with another Page'. The 'Call to Action' section has a dropdown menu with 'Send Message'. Below that, there's a note: 'When people click Send Message on an ad, they'll be able to send a message to your Page.' The 'Message Template' section has a heading 'Choose a template for beginning the chat after people tap on your ad.' and a link 'Learn More'. There are two tabs: 'Create New' (active) and 'Use Existing'. Under 'Create New', there are three options: 'Start Conversations' (selected), 'Generate Leads', and 'Advanced Setup'. The 'Start Conversations' option has a description: 'Suggest prompts for people to tap to encourage them to start conversations with your business.' Below this, there are two buttons: 'Edit' (highlighted with a red arrow) and 'Preview in Messenger'.

The screenshot shows the Facebook Ads Manager interface for creating a new ad. The 'Create Template' modal is open, showing the 'Greeting' and 'Customer Actions' sections. A red arrow points to the 'Greeting' section, which contains a text input field with the text 'Hi Justin Please let us know how we can help you.' Another red arrow points to the 'Customer Actions' section, which contains a 'Frequently Asked Questions' dropdown menu. A third red arrow points to the 'Automated Response' section, which contains a text input field with the text 'Enter the answer to this question.' The 'Preview' section on the right shows a preview of the ad, including the greeting and the first question and answer. The 'Save and Finish' button is visible at the bottom right of the modal.

Create Template

Greeting
Welcome people to the conversation after they tap on your ad.

Text Only ▼

Hi Justin Please let us know how we can help you.

Customer Actions
Suggest questions or replies for customers to tap, or use a button to send people to your site.

Frequently Asked Questions ▼

Question #1

Can I learn more about your business? 37/80

Automated Response - Optional

Enter the answer to this question.

Question #2

Can you tell me more about your ad? 35/80

Automated Response - Optional

Enter the answer to this question.

Get help or See tips and examples.

Preview in Messenger Save and Finish

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close Verifying your edits... Back Publish

First, create a
PERSONALIZED
"Greeting".

Then create your
custom questions or
statements that fit your
customer type. Directly
relate these to your ad
copy for increased ad
relevance.

Finally, add optional
"Automated
Responses" for each
Question.

Create Template

Greeting

Welcome people to the conversation after they tap on your ad.

Text Only ▼

Hi Justin ✕ Please let us know how we can help you.

Customer Actions

Suggest questions or replies for customers to tap, or use a button to send people to your site.

Frequently Asked Questions ▼

Question #1

Can I learn more about your business?

37/80

Automated Response - Optional

Enter the answer to this question.

Question #2

Can you tell me more about your ad?

35/80

Automated Response - Optional

Enter the answer to this question.

[Get help](#) or [See tips and examples.](#)

Preview

Ads Manager Coursenvy Is The... ✓

Hi Justin! Please let us know how we can help you.

When you reply, Ads Manager Coursenvy Is The Top Digital Marketing Agency will be able to see your public info and which ad you clicked.

Can I learn more about your business?

Can you tell me more about your ad?

Is anyone available to chat?

+ GIF 📎 📷 😊 ➡

This message may look different across devices. Select "Preview in Messenger" to send it to your device.

Preview in Messenger

Save and Finish

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close

Verifying your edits...

Back

Publish

With Automated Responses you basically break up your FAQ into a back and forth question / response format to give the customer the feel they are chatting with a real person.

The screenshot shows the Facebook Ad Manager interface for creating a new ad. A red arrow points to the 'Frequently Asked Questions' option under the 'Customer Actions' section. The 'Create Template' dialog is open, showing the 'Greeting' and 'Customer Actions' sections. The 'Greeting' section has a text input field with the placeholder 'Hi [Justin] Please let us know how we can help you.' The 'Customer Actions' section has a dropdown menu with 'Frequently Asked Questions' selected. A preview window on the right shows the ad as it will appear in a Messenger inbox. At the bottom, there are buttons for 'Close', 'All edits saved', 'Preview in Messenger', 'Save and Finish', 'Back', and 'Publish'.

Create Template

Greeting
Welcome people to the conversation after they tap on your ad.

Text Only ▼

Hi [Justin] Please let us know how we can help you.

Customer Actions
Suggest questions or replies for customers to tap, or use a button to send people to your site.

Frequently Asked Questions ▼

- Frequently Asked Questions**
Suggest questions that people might want to ask after clicking your ad.
- Quick Replies**
Show short replies that people can send to your business. Multiple quick replies will appear side-by-side as options to tap.
- Buttons**
Send people to a destination out of Messenger, such as a website.
- None**

Automated Response - Optional
Enter the answer to this question.

Get [help](#) or See tips and examples.

Preview in Messenger Save and Finish

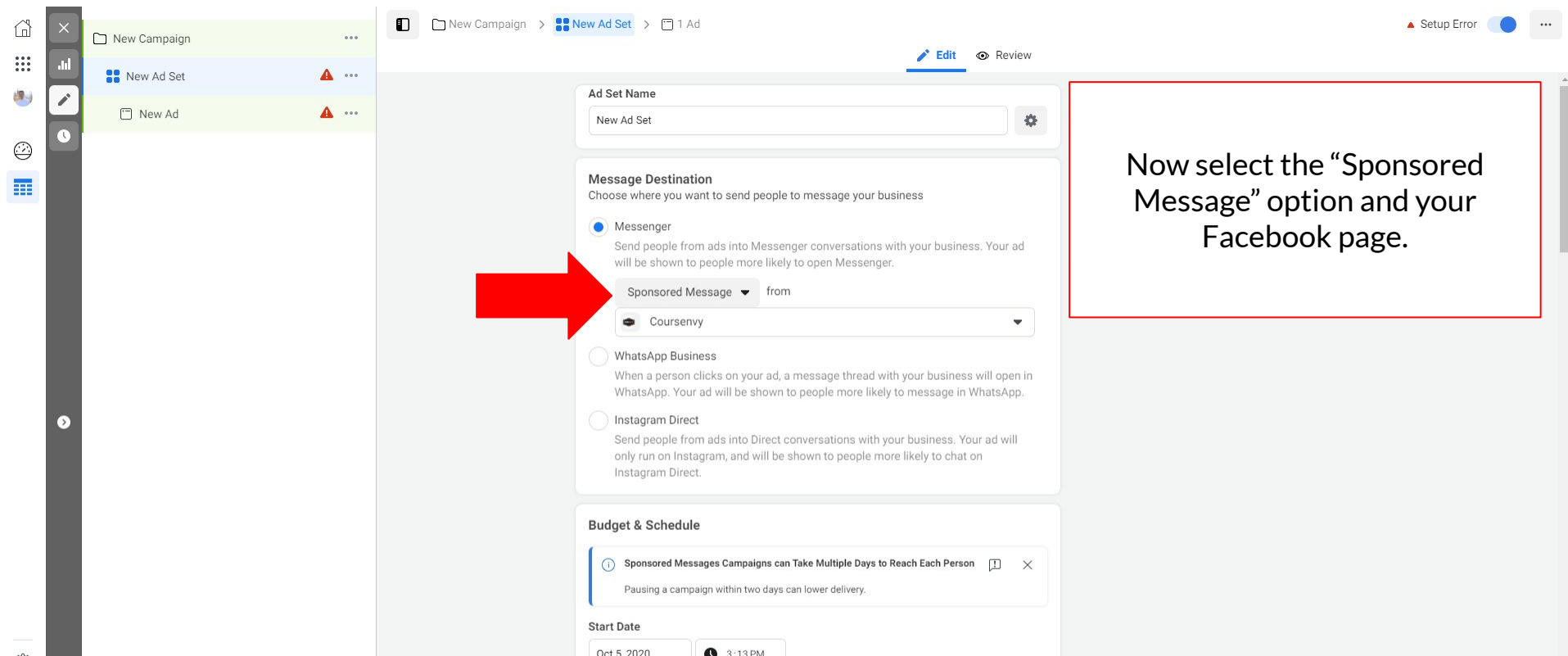
By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Close All edits saved Back Publish

Many businesses experience common FAQ from customers, so this is a great way to automatically answer these Frequently Asked Questions.

But if you have an employee dedicated to customer service (or you just leave your Facebook Page Inbox open on a browser tab while you work), I like to select "None" and then just manually reply to the customer based on their response to my "Greeting". I personally hate the robot responses and people will appreciate YOU actually responding to them!

Sponsored Message



The screenshot displays the Facebook Ads Manager interface. On the left, a sidebar shows a hierarchy: 'New Campaign' (green), 'New Ad Set' (blue), and 'New Ad' (green). The main area shows the 'New Ad Set' configuration. The 'Ad Set Name' is 'New Ad Set'. Under 'Message Destination', the 'Messenger' option is selected. A red arrow points to the 'Sponsored Message' dropdown menu, which is currently set to 'Coursenvy'. Below this, the 'WhatsApp Business' and 'Instagram Direct' options are visible. The 'Budget & Schedule' section at the bottom includes a warning about campaign delivery and a 'Start Date' field set to 'Oct 5, 2020'.

Now select the “Sponsored Message” option and your Facebook page.

Notice that the **ONLY** Placement option available for “Sponsored Messages” is the Messenger app.

This ad is for sending a targeted message to people who have an **existing Messenger conversation** with your business.

New Campaign > New Ad Set > 1 Ad

Setup Error

Edit Review

Placements

[Learn More](#)

☐ Automatic Placements (Recommended)
Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☒ Manual Placements
Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Platforms

☐ Facebook ☐ Instagram

☐ Audience Network ☒ Messenger

Placements

Feeds

- Get high visibility for your business with ads in feeds
- Facebook News Feed
- Instagram Feed
- Facebook Marketplace
- Facebook Video Feeds
- Facebook Right Column
- Instagram Explore
- Messenger Inbox

Stories

- Tell a rich, visual story with immersive, fullscreen vertical ads
- Facebook Stories
- Instagram Stories
- Messenger Stories

In-Stream

Facebook News Feed

This placement isn't available for Messenger Sponsored Messages.

Verifying Your Changes

Audience Definition

Audience definition is unavailable.

Potential Reach: Unavailable

Back Next

Close All edits saved

Use these
Sponsored
Message ads to
nurture existing
customer
relationships.

Do they still have
questions? Do
you have a new
relevant offer or
promotion for
them?

Re-engage them
here!

New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Message Template

Choose the format and enter the text for your sponsored message. You can include an image, and either a button or suggested reply for customer to tap.

Format

☒ Text Only ☐ Text & Image

Text Greeting

Hi Justin Any questions so far in our modMBA courses?

Customer Actions

Select the action you want people to take. Suggest quick replies for customers to tap, or use a button to send people to your site.

Quick Replies

Quick Reply #1

Reply Text Yes, I want to chat!

Connect Your Bot

Quick Reply #2

Reply Text No, I'm fine.

Connect Your Bot

+ Add another quick reply

Tracking

Conversion Tracking

Verifying Your Changes

Messenger Preview

Messenger Conversation

1 of 2

Ads Manager Coursenvy Is The...

Hi Justin! Any questions so far in our modMBA courses?

When you reply, Ads Manager Coursenvy Is The Top Digital Marketing Agency will be able to see your public info and which ad you clicked.

Yes, I want to chat! No, I'm fine.

Close All edits saved Publish

Back

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Another great use
of Sponsored
Message ads is to
connect them with
3rd-party chat
bots which use AI
(Artificial
Intelligence) to
manage the
conversation and
drive sales for
you!

New Campaign > New Ad Set > New Ad

Setup Error

Edit Review

Message Template

Choose the format and enter the text for your sponsored message. You can include an image, and either a button or suggested reply for customer to tap.

Format

☒ Text Only ☐ Text & Image

Text Greeting

Hi Justin Any questions so far in our modMBA courses?

Customer Actions

Select the action you want people to take. Suggest quick replies for customers to tap, or use a button to send people to your site.

Quick Replies

Quick Reply #1

Reply Text Yes, I want to chat!

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Quick Reply #2

Reply Text No, I'm fine.

Connect Your Bot

+ Add another quick reply

Tracking

Conversion Tracking

Verifying Your Changes

Messenger Preview

Messenger Conversation 1 of 2

Ads Manager Coursenvy Is The...

Hi Justin! Any questions so far in our modMBA courses?

When you reply, Ads Manager Coursenvy Is The Top Digital Marketing Agency will be able to see your public info and which ad you clicked.

Yes, I want to chat! No, I'm fine.

Close All edits saved Publish

Back

By clicking the "Publish" button, you agree to Facebook's Terms and Advertising Guidelines.

Facebook Messenger Bot Resources

The Complete Guide to Using Facebook Messenger Bots for Business:

<https://blog.hootsuite.com/facebook-messenger-bots-guide>

Messenger Chat Bots Ultimate Guide:

<https://www.coursenvy.com/messenger-chat-bots-ultimate-guide>

Instagram Direct

Select the
“Instagram
Direct” option.

New Campaign > New Ad Set > 1 Ad

[Edit](#) [Review](#)

Ad Set Name

New Ad Set

Message Destination
Choose where you want to send people to message your business

- ☐ Messenger
Send people from ads into Messenger conversations with your business. Your ad will be shown to people more likely to open Messenger.
- ☐ WhatsApp Business
When a person clicks on your ad, a message thread with your business will open in WhatsApp. Your ad will be shown to people more likely to message in WhatsApp.
- ☒ Instagram Direct
Send people from ads into Direct conversations with your business. Your ad will only run on Instagram, and will be shown to people more likely to chat on Instagram Direct.

Budget & Schedule

Start Date

Oct 5, 2020 4:55 PM
Pacific Time

End - Optional

☐ Set an end date

[Show More Options](#)

Audience Definition

Your audience selection is fairly broad.

Potential Reach: 130,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

In Draft

Instagram Direct

PRO TIP: Create a Message Ad split test with one campaign targeting **Facebook Messenger** and one campaign targeting **Instagram Direct**. From my experience with clients ad accounts, if my target market is over the age 30, the Facebook Messenger ads perform better. If my target market is under the age 30, the Instagram Direct ads perform better.

Once you complete your audience selections for this Instagram Direct Message Ad, I will leave the rest of the AD SET level options as the default.

New Campaign > New Ad Set > 1 Ad

EditReview

Languages

All languages

Show More Options

Save This Audience

Placements

☒ Automatic Placements (Recommended)

Use automatic placements to maximize your budget and help show your ads to more people. Facebook's delivery system will allocate your ad set's budget across multiple placements based on where they're likely to perform best.

☐ Manual Placements

Manually choose the places to show your ad. The more placements you select, the more opportunities you'll have to reach your target audience and achieve your business goals.

Show More Options

Optimization & Delivery

Optimization for Ad Delivery

Conversations

Cost Control

\$X.XX

Facebook will aim to spend your entire budget and get the most results using the lowest cost bid strategy.

Show More Options

Audience Definition



Your audience selection is fairly broad.

Potential Reach: 130,000,000 people

Estimated Daily Results

Estimated daily results aren't available for this campaign since it has a budget optimized across ad sets.

Close

✓ All edits saved

BackNext

Select the Instagram account you want to receive messages and represent your business as in these Message ads.



Ad Name

New Ad

Identity

Choose an Instagram account to receive messages and represent your business in ads.

Instagram Account

@coursenvy

Ad Setup

Format

Choose how you'd like to structure your ad.

☒ Single Image or Video

One image or video, or a slideshow with multiple images

☐ Carousel

2 or more scrollable images or videos

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media



untitled
2048 x 1556

[Clear All](#)

[Edit Image](#)

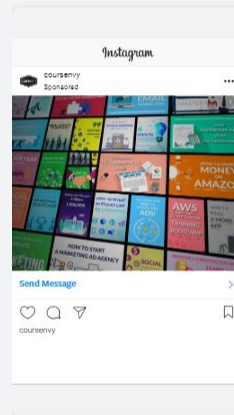
[Turn into Video](#)

[Edit](#) [Review](#)

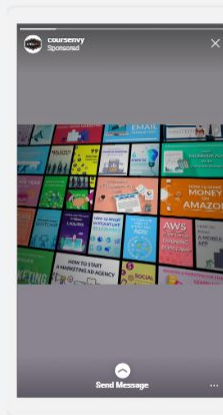
☒ Preview On

2 Placements

Instagram
Feed



Instagram
Stories



Ad rendering and interaction may vary based on device, format and other factors. [i](#)

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) [All edits saved](#)

[Back](#)

[Publish](#)

Just like our other Message Ad examples, tailor your ad copy to the audience you are targeting.

EXAMPLE:

We are targeting a Custom Audience of people who visited our modMBA.com course website, but didn't make a purchase. We used the modMBA brand logo as our image, then used a STOP emoji to catch the users attention in our ad copy...

🛑 ***You checked out our modMBA program... any questions?***

New Campaign > New Ad Set > New Ad

One image or video, or a slideshow with multiple images

☐ Carousel

2 or more scrollable images or videos

Ad Creative

Select the media, text, and destination for your ad. You can also customize your media and text for each placement. [Learn More](#)

Media



untitled
500 x 500

[Clear All](#)

[Edit Image](#)

[Turn into Video](#)

Primary Text

🛑 You checked out our [modMBA](#) program... any questions?

Call to Action

[Send Message](#)

Tracking

Conversion Tracking

☐ Facebook Pixel

☐ App Events

Offline Events ⓘ

[Set Up](#)

By clicking the "Publish" button, you agree to Facebook's [Terms and Advertising Guidelines](#).

[Close](#) ✓ All edits saved

In Draft

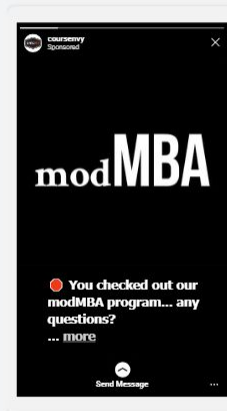
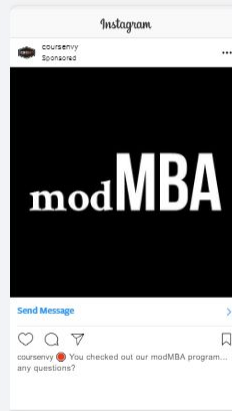
[Edit](#) [Review](#)

☒ Preview On

2 Placements

Instagram
Feed

Instagram
Stories



Ad rendering and interaction may vary based on device, format and other factors. ⓘ

[Back](#)

[Publish](#)

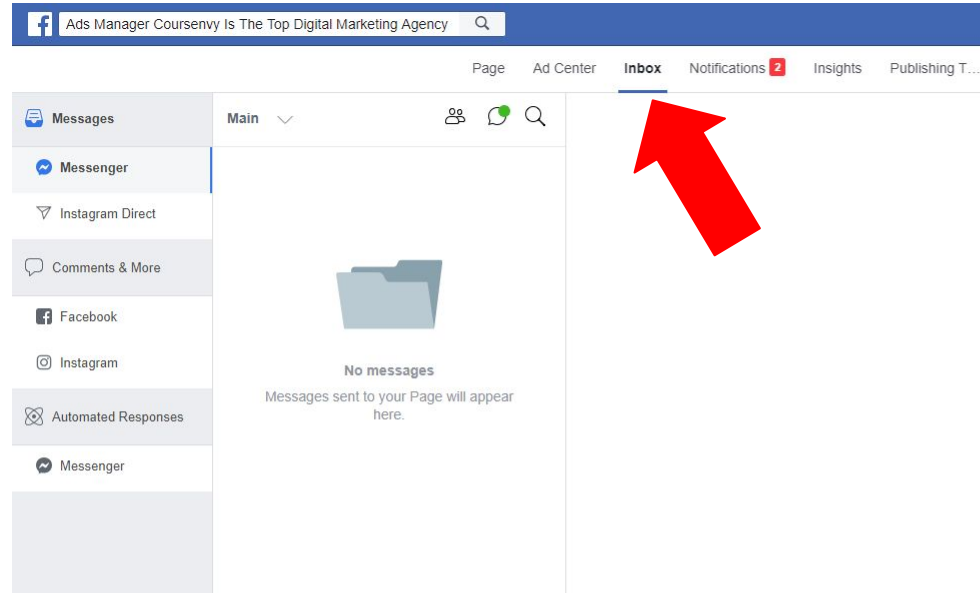
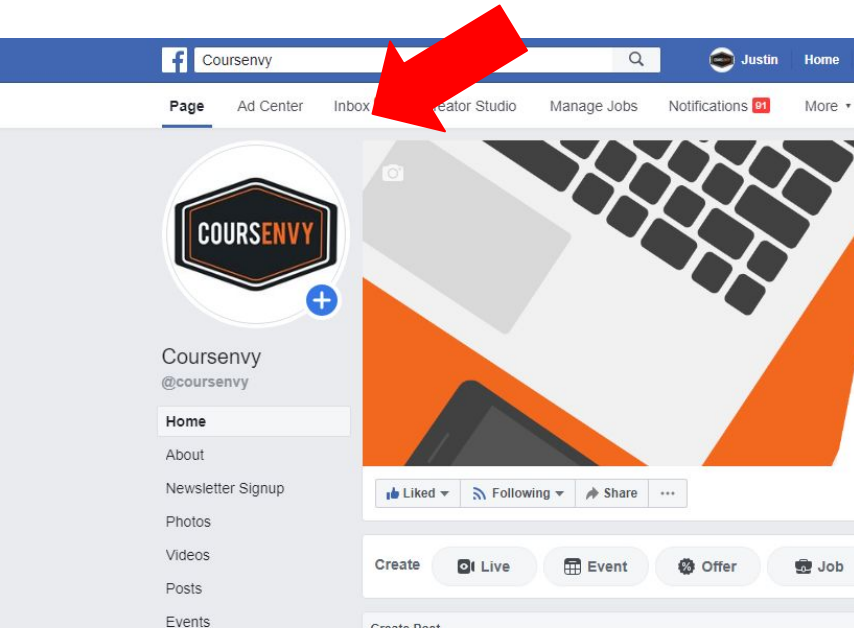
Split Test Ideas

- Split test Facebook Messenger VS Instagram Direct Message Ads.
- Split test targeting at the AD SET level (e.g. targeting a cold audience vs a warm audience).
- Split test ad copy, images, and videos at the AD level. ***ONE variable per campaign***

Once the impressions for each ad reach 1,000 (my preferred test volume quantity), then I will toggle off losing ads.

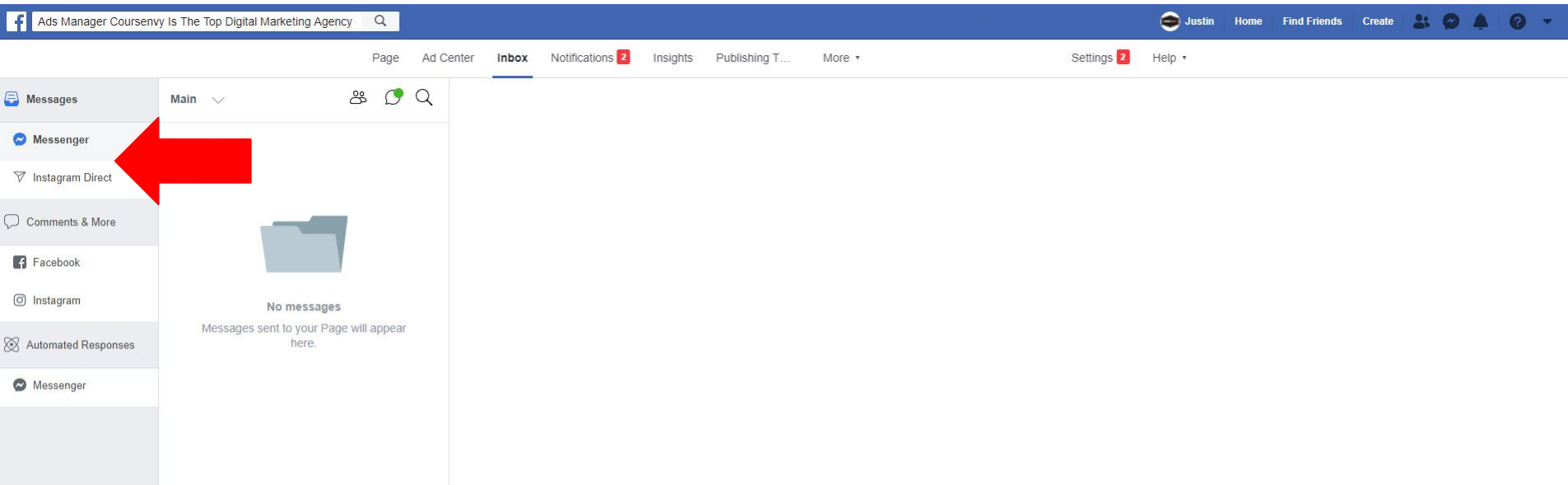
Responding to Messages

- The messages you receive (from ads OR from users contacting your Facebook page directly) are available to view/respond to in your Facebook Page under the **Inbox** tab in the navbar.



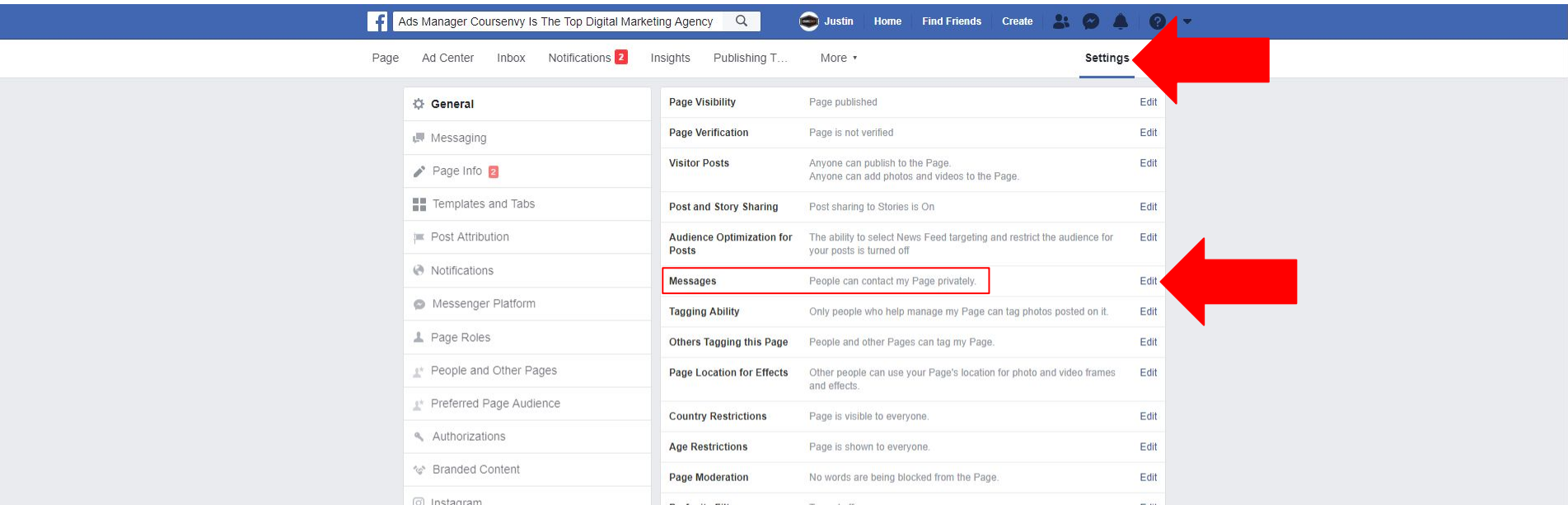
Responding to Messages

- You can reply to both **Facebook Messenger** and **Instagram Direct** messages on the inbox page of your Facebook Page.



Enable Messages

- Before creating Message Ads or being able to accept messages from users on your Facebook Page, you will need to **enable Messages** on your Facebook Pages Settings.

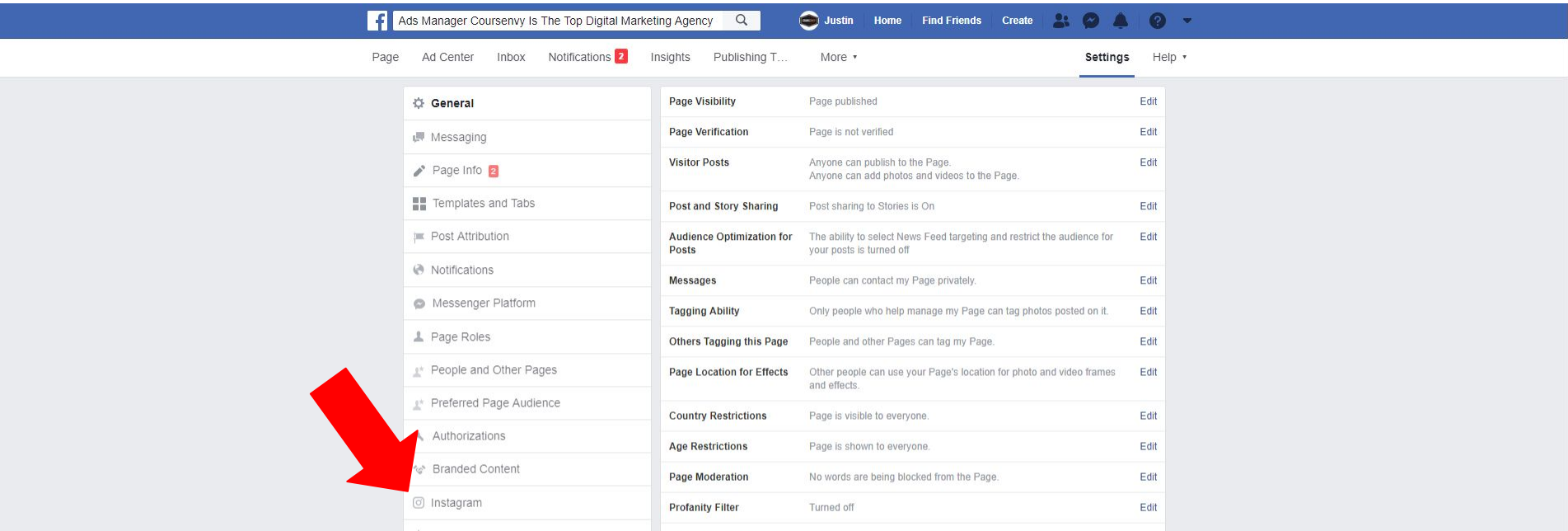


The screenshot shows the Facebook interface for a page named 'Justin'. The top navigation bar includes the Facebook logo, a search bar, and links for Home, Find Friends, Create, and various notification icons. Below the navigation bar, the 'Settings' tab is selected and highlighted with a red arrow. The left sidebar contains a list of settings categories, with 'Messages' highlighted by a red box and a red arrow. The main content area displays a table of settings for the 'Justin' page.

Setting	Value	Action
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit

Connect Your Instagram

- Before creating Instagram Direct Message Ads, you will need to connect your Instagram account to your Facebook Page (also on this Settings page via “Instagram”).



The screenshot shows the Facebook Page Settings interface. The left sidebar contains a list of settings categories: General, Messaging, Page Info, Templates and Tabs, Post Attribution, Notifications, Messenger Platform, Page Roles, People and Other Pages, Preferred Page Audience, Authorizations, Branded Content, and Instagram. A large red arrow points to the 'Instagram' option at the bottom of this list. The main content area displays various settings for the page, including Page Visibility, Page Verification, Visitor Posts, Post and Story Sharing, Audience Optimization for Posts, Messages, Tagging Ability, Others Tagging this Page, Page Location for Effects, Country Restrictions, Age Restrictions, Page Moderation, and Profanity Filter. Each setting has an 'Edit' link to its right.

Setting	Value	Action
Page Visibility	Page published	Edit
Page Verification	Page is not verified	Edit
Visitor Posts	Anyone can publish to the Page. Anyone can add photos and videos to the Page.	Edit
Post and Story Sharing	Post sharing to Stories is On	Edit
Audience Optimization for Posts	The ability to select News Feed targeting and restrict the audience for your posts is turned off	Edit
Messages	People can contact my Page privately.	Edit
Tagging Ability	Only people who help manage my Page can tag photos posted on it.	Edit
Others Tagging this Page	People and other Pages can tag my Page.	Edit
Page Location for Effects	Other people can use your Page's location for photo and video frames and effects.	Edit
Country Restrictions	Page is visible to everyone.	Edit
Age Restrictions	Page is shown to everyone.	Edit
Page Moderation	No words are being blocked from the Page.	Edit
Profanity Filter	Turned off	Edit

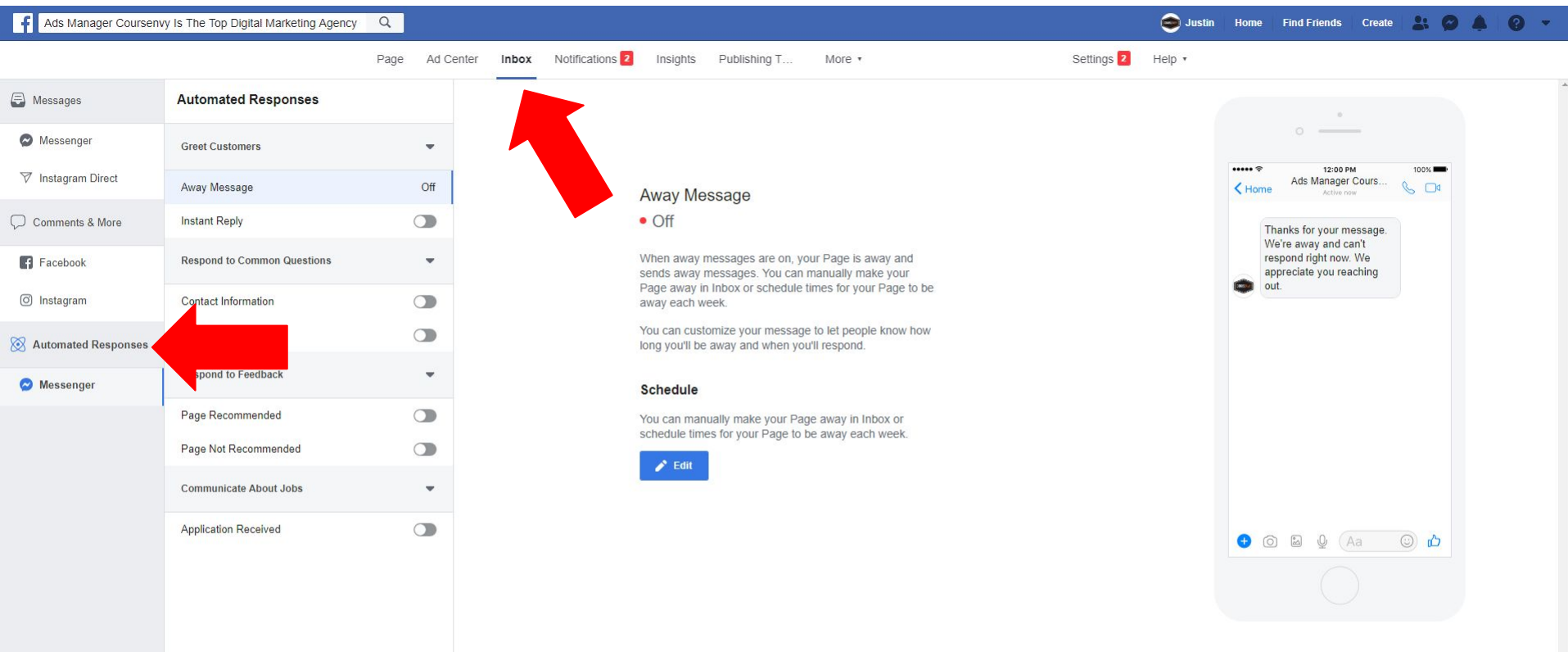
Automated Responses

You can remain responsive to customer questions without constantly being online. One way your Facebook page is evaluated is on its responsiveness to messages. So to maximize your Facebook marketing efforts, enable Facebook messenger instant **Automated Responses**!

My 2 Favorite **Automated Responses**:

1. Save time by using **Automated Responses** for the **common questions** you answer... such as store hours, locations, etc.
2. Use **Automated Responses** to Greet customers!

Automated Responses



The screenshot shows the Facebook interface for a page named "Ads Manager Coursenvy Is The Top Digital Marketing Agency". The "Inbox" tab is selected in the top navigation bar. On the left sidebar, the "Automated Responses" section is expanded, with a red arrow pointing to it. The "Automated Responses" section lists various settings: "Greet Customers", "Away Message" (set to Off), "Instant Reply" (toggle off), "Respond to Common Questions", "Contact Information" (toggle off), "Respond to Feedback" (toggle off), "Page Recommended" (toggle off), "Page Not Recommended" (toggle off), "Communicate About Jobs", and "Application Received" (toggle off). A red arrow points to the "Away Message" setting. The "Away Message" section shows the status as "Off" and provides instructions on how to use away messages. The "Schedule" section allows manual scheduling of away messages. A blue "Edit" button is visible. On the right, a smartphone mockup displays a message from "Ads Manager Coursenvy" with a response: "Thanks for your message. We're away and can't respond right now. We appreciate you reaching out."

Ads Manager Coursenvy Is The Top Digital Marketing Agency

Justin Home Find Friends Create

Page Ad Center **Inbox** Notifications 2 Insights Publishing T... More

Settings 2 Help

Automated Responses

- Greet Customers
- Away Message Off
- Instant Reply
- Respond to Common Questions
- Contact Information
- Respond to Feedback
- Page Recommended
- Page Not Recommended
- Communicate About Jobs
- Application Received

Away Message

- Off

When away messages are on, your Page is away and sends away messages. You can manually make your Page away in Inbox or schedule times for your Page to be away each week.

You can customize your message to let people know how long you'll be away and when you'll respond.

Schedule

You can manually make your Page away in Inbox or schedule times for your Page to be away each week.

Edit

Thanks for your message. We're away and can't respond right now. We appreciate you reaching out.

Automated Responses

Ads Manager Coursenvy Is The Top Digital Marketing Agency

Page Ad Center **Inbox** Notifications 2 Insights Publishing T... More

Settings 2 Help

Messages

Automated Responses

Greet Customers

Away Message Off

Instant Reply

Respond to Common Questions

Contact Information

Location

Respond to Feedback

Page Recommended

Page Not Recommended

Communicate About Jobs

Application Received

Away Message

- Off

When away messages are on, your Page is away and sends away messages. You can manually make your Page away in Inbox or schedule times for your Page to be away each week.

You can customize your message to let people know how long you'll be away and when you'll respond.

Schedule

You can manually make your Page away in Inbox or schedule times for your Page to be away each week.

Edit

At minimum, I suggest you enable your “Away Message” just to let your customer know you will be getting back to their message ASAP!

Just click this Edit button.

Thanks for your message. We're away and can't respond right now. We appreciate you reaching out.

- Messages
- Messenger
- Instagram Direct
- Comments & More
- Facebook
- Instagram
- Automated Responses**
- Messenger

Automated Responses

- Greet Customers
- Away Message** Off
- Instant Reply
- Respond to Common Questions
- Contact Information
- Location
- Respond to Feedback
- Page Recommended
- Page Not Recommended
- Communicate About Jobs
- Application Received

Edit: Away Message

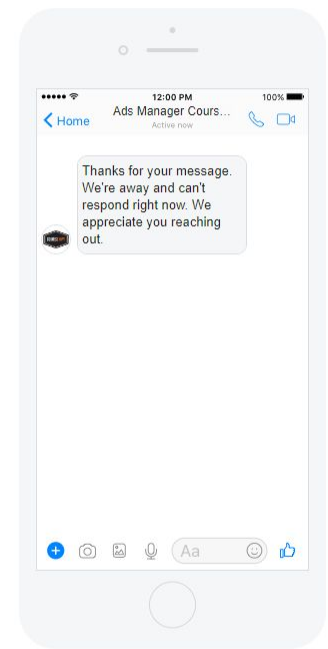
Preview in Messenger Cancel Save

Timing
 Sent instantly
 Schedule times for your Page to be away each week.
 Time zone: GMT-07:00 + Add Time

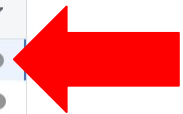
Message
 Customize the message you send.
 Text 404
 Thanks for your message. We're away and can't respond right now. We appreciate you reaching out.
 Add Personalization



I will enable this for the hours my business is closed.
If you want an instant reply no matter the time of day,
use the **Instant Reply** option instead.



Messages	Automated Responses
Messenger	Greet Customers
Instagram Direct	Away Message Off
Comments & More	Instant Reply
Facebook	Respond to Common Questions
Instagram	Contact Information
Automated Responses	Location
Messenger	Respond to Feedback
	Page Recommended
	Page Not Recommended
	Communicate About Jobs
	Application Received



Contact Information

Off

Respond to a message asking for contact information.
You can customize your message to include additional contact information, such as a WhatsApp number or an Instagram link.

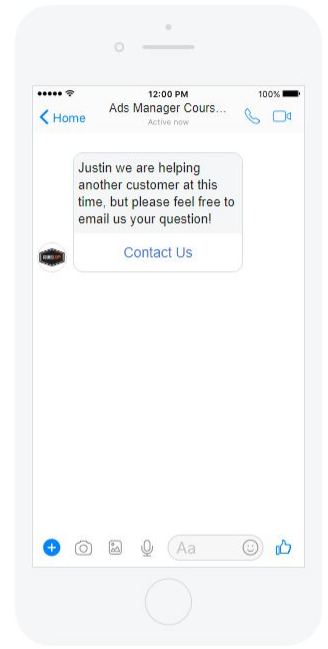
Timing

Sent instantly

Note: People who ask about contact information only will receive this response if your conversation hasn't been active for at least 30 minutes.



The “Contact Information” message is the second most common autoresponder I use for clients. This is a great way to drive people to your websites contact page and hopefully get them browsing your site!



Messages

Automated Responses

Greet Customers

Away Message Off

Instant Reply

Respond to Common Questions

Contact Information

Location

Respond to Feedback

Page Recommended

Page Not Recommended

Communicate About Jobs

Application Received

Edit Message: Contact Information

Preview in Messenger Cancel Save

Timing
Sent instantly

Note: People who ask about contact information only will receive this response if your conversation hasn't been active for at least 30 minutes.

Message
Customize the message you send.

Text 387

Justin we are helping another customer at this time, but please feel free to email us your question!

Add Personalization

Attachment (Optional)
+ Add an attachment

Button (Optional)

Button #1

Button Label

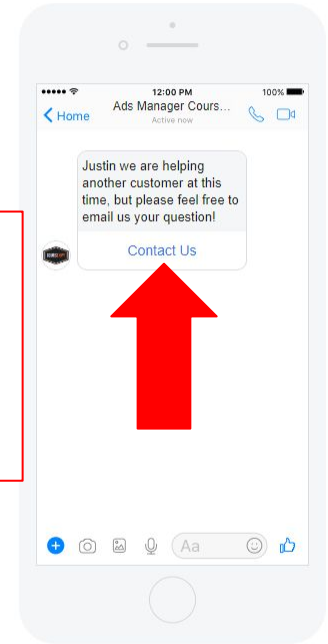
Contact Us 70

Website URL

https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packag

+ Add another button

Customize your message and add a link to your contact URL.



- Messages
- Messenger
- Instagram Direct
- Comments & More
- Facebook
- Instagram
- Automated Responses**
- Messenger

- Automated Responses**
- Greet Customers
 - Away Message Off
 - Instant Reply
 - Respond to Common Questions
 - Contact Information**
 - Location
 - Respond to Feedback
 - Page Recommended
 - Page Not Recommended
 - Communicate About Jobs
 - Application Received

Edit Message: Contact Information

Preview in Messenger Cancel Save

Timing
 Sent instantly

 Note: People who ask about contact information only will receive this response if your conversation hasn't been active for at least 30 minutes.

Message
 Customize the message you send.

Text 387
 Justin x we are helping another customer at this time, but please feel free to email us your question!

Add Personalization

Attachment (Optional)
 + Add an attachment

Button (Optional)

Button #1

Button Label
 Contact Us 70

 Website URL
 https://learn.coursenvy.com/p/coursenvy-marketing-ad-agency-packag

 + Add another button

Also make use of the "Add Personalization" option to further personalize your messages!

